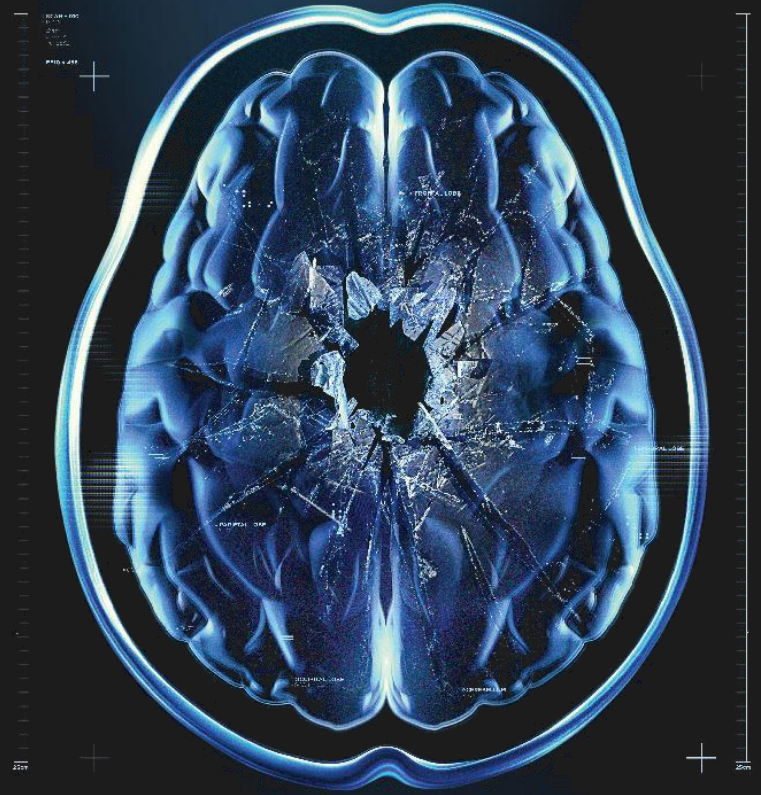


# Childhood trauma **Changing minds.**<sup>TM</sup>

*June 2017*



An iceberg floating in a dark blue ocean under a light blue sky. The small tip of the iceberg is above the water, while the much larger, jagged mass is submerged. The word 'TRAUMA' is written in large, bold, black letters across the submerged part. Above the waterline, several terms are written in black text, slanted to follow the shape of the visible tip of the iceberg. Below the waterline, a statistic is written in white text, also following the shape of the submerged part of the iceberg.

Poor Grades

Absenteeism

Depression

Dropout

Drugs & Alcohol

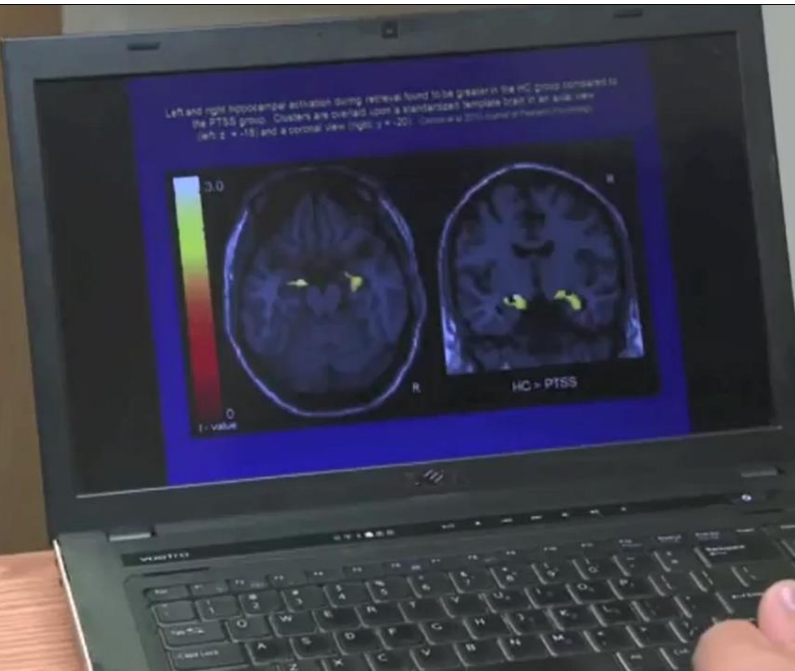
Fighting

# TRAUMA

**58% of youth 17 years and under exposed to  
violence in the home, school, and community.**

(NatCEV 20015)

# Brain Science: Building Resiliency

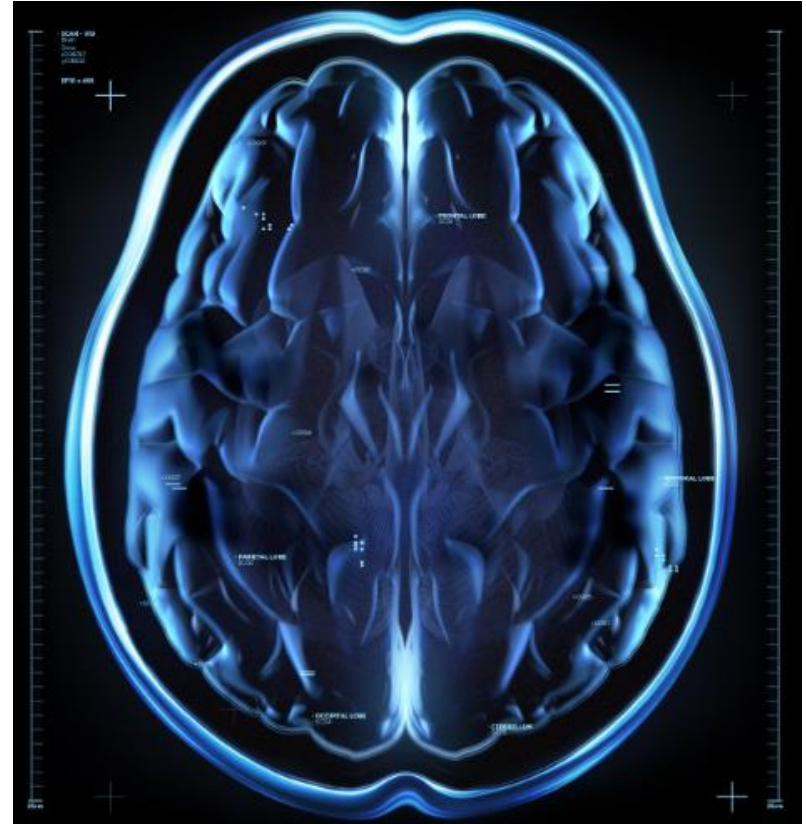
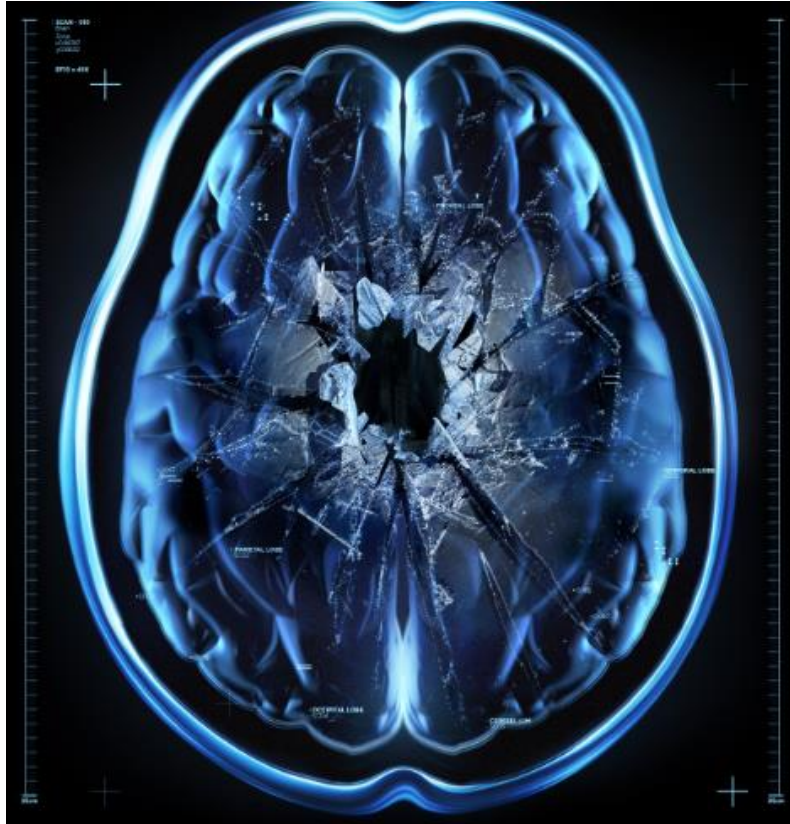


# Brain Science: Building Resiliency





**Trauma can change a kid's mind, but your everyday gestures can help them heal.**

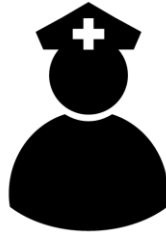


# Audience

Adults in school, health, and community settings who regularly interact with children and youth.



**Teachers/Educators,  
School Counselors,**



**School Nurses, School  
Social Workers,  
Pediatricians**



**School Resource  
Officers,  
Legal/Judicial**



**Coaches &  
Volunteers**

# Creative Strategy – *Call to Action*

Be that caring, consistent adult guided by

“everyday gestures” that support and heal



# Campaign Elements Available

## Online Video

“Chad” & “Unique” Stories  
Science Animation



**Print - Newspaper/Magazine**

## Website

Desktop/Mobile



**Poster**

## PR/Social Media



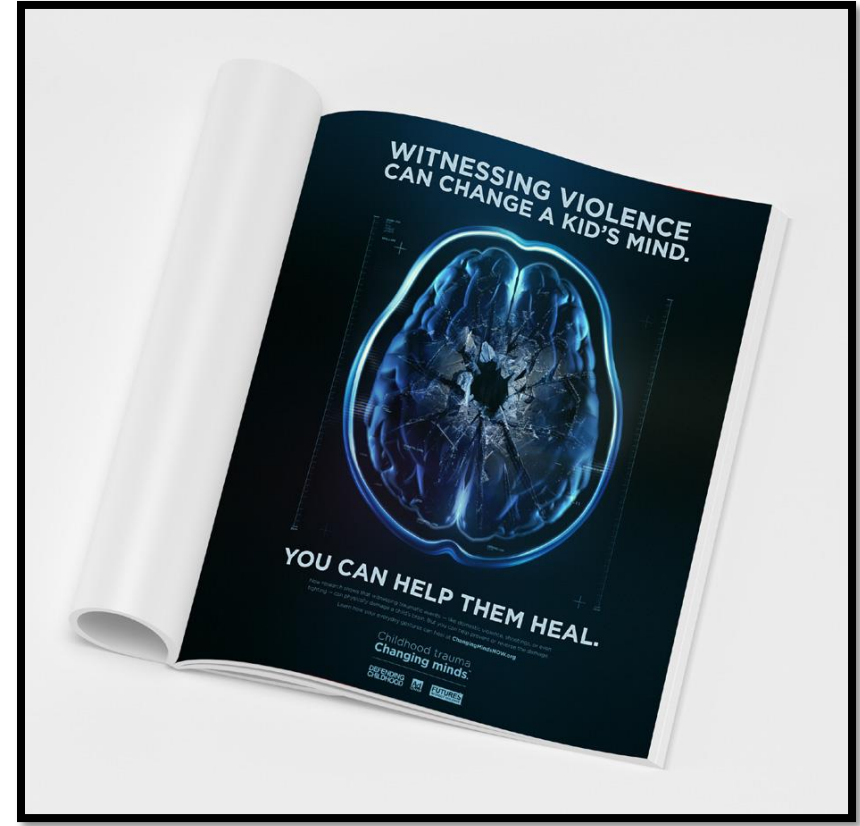
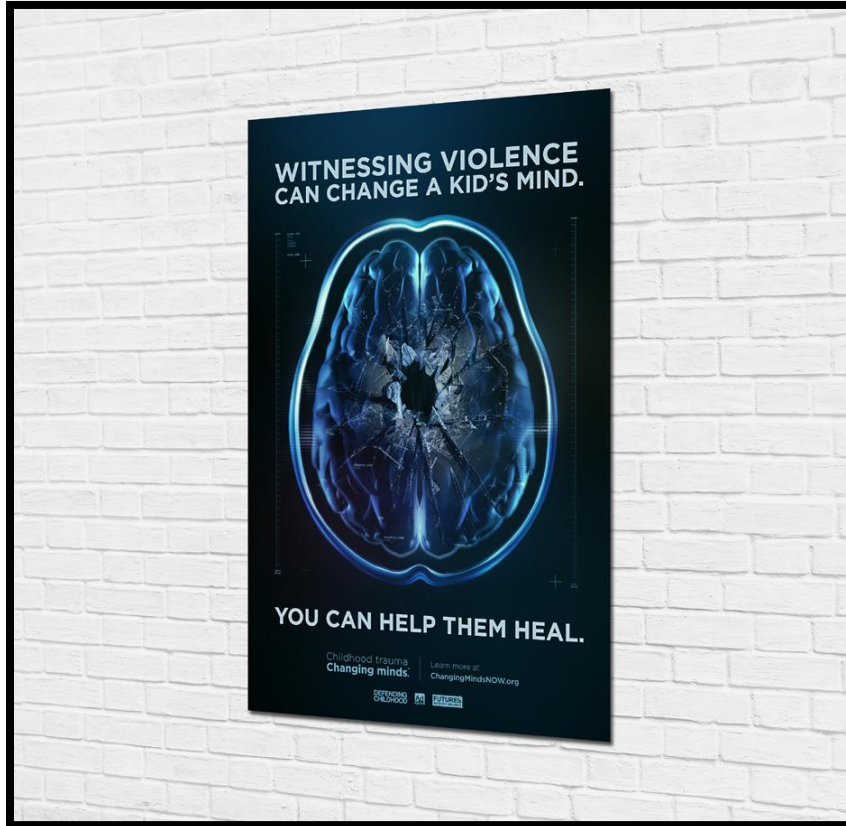
**Direct Mail**

## Web Banners





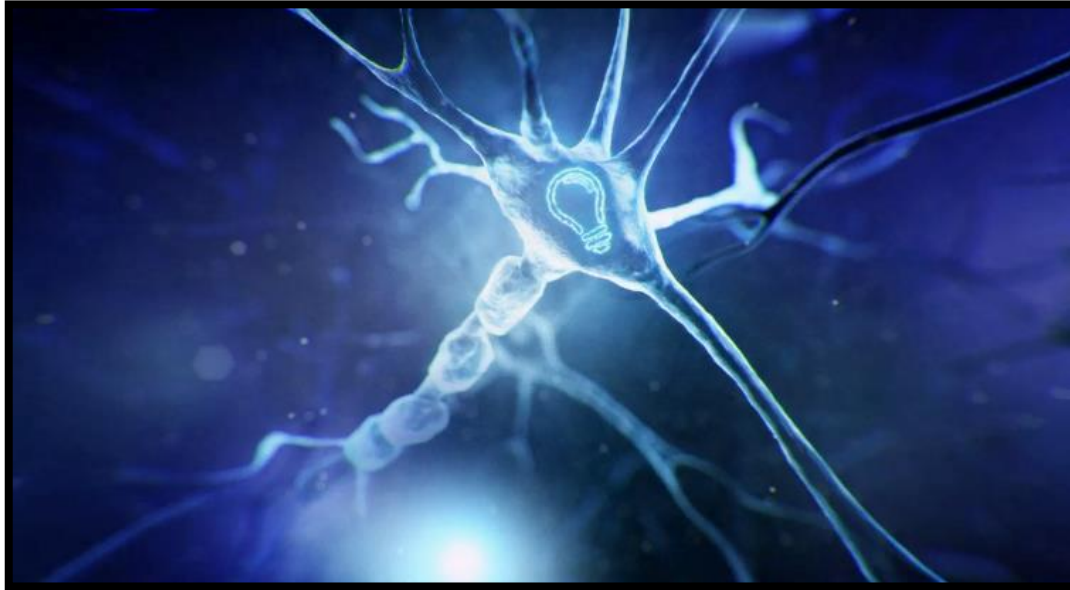
# Poster & Print – available to co-brand



# Online Video

Solutions Exist: Be that caring,  
consistent adult in a child's life

Science animation videos in :15, :30s and full length



ANIMATION



# Campaign Objective

Raise **awareness** about the prevalence, urgency, and impact of children's exposure to violence.

**Educate and motivate adults** to take action (“everyday gestures”) and drive audience to campaign site.

# Online Video

Inspired by real stories –  
videos in :30, :60 and long-form length.



CHAD







*Everybody Needs Somebody*

# WITNESSING VIOLENCE CAN **CHANGE A KID'S MIND.**

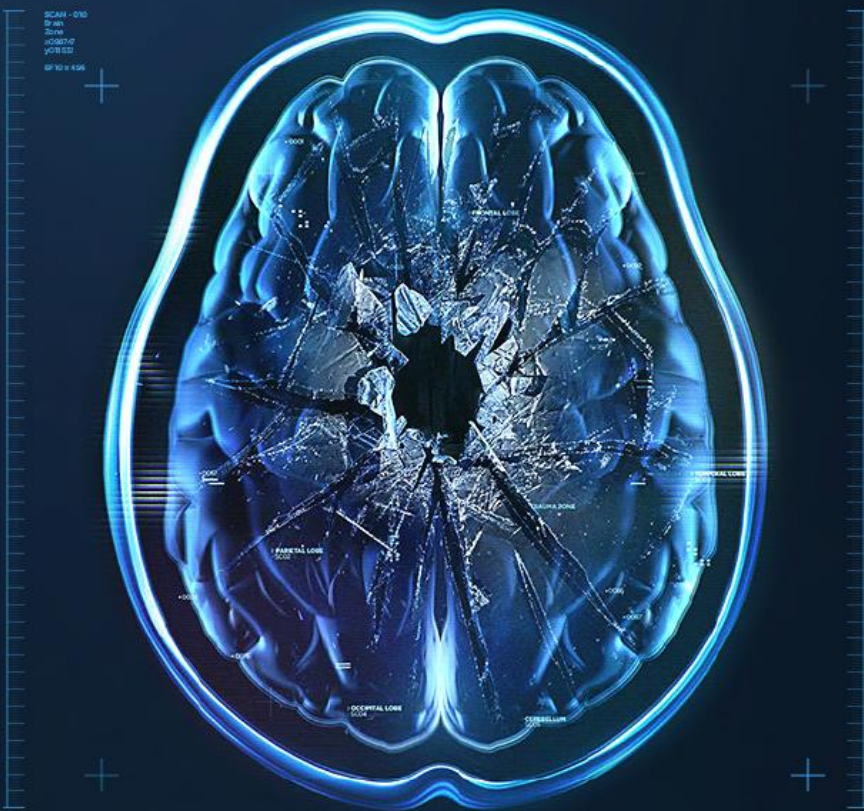
## YOU CAN HELP **THEM HEAL.**

New research shows that witnessing traumatic events — like domestic violence, shootings, or even fighting — can physically damage a child's brain. But the damage can be undone. This site will teach you about the science of childhood trauma, and how your everyday gestures can make a world of difference.

[LEARN THE HEALING GESTURES](#) [\[+\]](#)



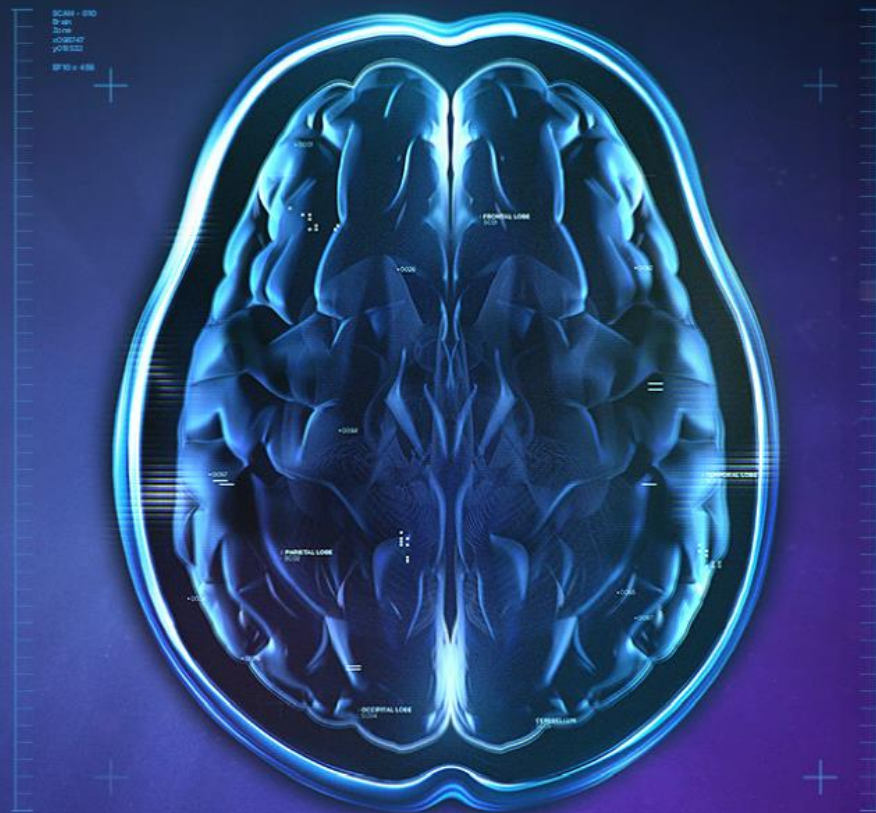
[SEE CHAD'S STORY](#) [\[+\]](#)





## GESTURES THAT CAN HEAL

As a supportive, caring adult in a child's life, your relationship with them could be the most important factor in helping them overcome trauma. Here's what you can do:



# THE SCIENCE OF TRAUMA

How exactly do traumatic experiences affect children's brains? Can a few everyday gestures really help them to heal? Here's what the latest scientific studies have to say.

[DEFINING CHILD TRAUMATIC STRESS](#) [\[+\]](#)

[THE POWER OF A CARING ADULT](#) [\[+\]](#)





## REUNITED FILMS

Meet childhood trauma victims Chad and Unique. Now grown up, they're given a chance to reconnect with the mentors who helped change their lives.

### CHAD'S STORY



### UNIQUE'S STORY



# Online Video

Inspired by real stories –  
videos in :30, :60 and long-form length.



UNIQUE



# Distribution & Visibility

# Safe, Healthy, & Ready to Succeed Policy Coalition Recommendations

1. Invest early in parents and young children.
2. Help schools promote positive school climates, be trauma sensitive, and raise achievement.
3. Train educators, health care workers, and other child-serving professionals about preventing and responding to youth violence and trauma.
4. Prevent violence and trauma.
5. Improve intra- and inter-governmental coordination and alignment.
6. Increase the availability of trauma-informed services for children and families.
7. Increase public awareness and knowledge of childhood violence and trauma.



# Distribution Strategy

***PARTNERSHIPS  
WITH YOU***



**PR, Social Media  
& Events**



**The New York Times**

**TED**

**You Tube**

**Donated Media**



# Online Toolkit

All materials for local outreach

[HOME](#) [BACKGROUND](#) [CREATIVE ASSETS](#) [SPREAD THE WORD](#) [SOCIAL MESSAGING](#) [ABOUT US](#)

## Childhood trauma **Changing minds.**<sup>TM</sup>





## Changing Minds K – 12

- **Comprehensive Approach &**
- **Essential Workforce Training**
- Social and Emotional Learning & School Climate
- Race & Gender Equity
- Positive School Discipline
- Trauma and Healing



# **JOIN US!**

**ChangingMinds@futureswithoutviolence.org**